



AI-Assisted Newsletter Workflow Checklist

Three ways AI can remove friction from your newsletter workflow: finding themes, formatting, and copy editing. Use this checklist every time you sit down to create a newsletter.

1

Find Your Theme

Let AI surface connections you might miss

- Gather recent content: podcast transcripts, blog posts, articles, social posts, speaking notes, or anything you've created recently.
- Identify your overarching theme or topic of the month if you have one (e.g., "This month's focus is bathrooms" for a decluttering newsletter).
- Paste all gathered content into AI and ask it to find common threads and recurring themes across the material.
- Select the theme(s) that resonate and collect the links to the original content so readers can go deeper.
- Draft your personal angle — your story, your perspective, your voice — to anchor the theme. The AI finds the theme; you bring the heart.

TIP: A paid AI subscription (like Claude Pro) lets you paste large amounts of content in a single prompt, which gives the AI much better context for finding themes.

2

Format Your Newsletter

Get polished HTML without the drag-and-drop struggle

- Have your newsletter content ready — the stories, links, announcements, and calls to action you want to include.
- If you have a past newsletter format you loved, save its HTML as your template. Give it to the AI each time as a reference.
- Tell the AI which email platform you use (MailerLite, Constant Contact, Mailchimp, etc.) so it can account for any quirks.
- Ask the AI to generate HTML for your newsletter, providing your content and template together.
- Copy the HTML output and paste it into your platform's HTML block or widget.

Before You Hit Send

The human review pass — essential every single time

- Check all dates — AI sometimes defaults to the wrong year or invents dates it doesn't know.
- Test every single link in the newsletter.
- Remove any AI-generated unsubscribe link — your email platform adds its own. (Avoid the double-unsub!)
- Scan for "helpful" additions — did the AI add content, facts, or details you didn't provide? Remove anything made up.
- Preview the email in your platform before sending to check rendering on desktop and mobile.

TIP: The AI wants to be super helpful — like a dog that brings you a sports bra when you asked for your shoes. Always verify it stuck to what you gave it.

3

Copy Edit Your Newsletter

Polish the words while keeping your voice

- Paste your final draft into AI and ask for a copy edit — spelling, grammar, punctuation, and flow.
- Tell the AI: "Don't make the changes — just highlight what you think should be changed." This keeps you in the driver's seat.
- If you have a reader avatar (your ideal subscriber), give it to the AI and ask: "Is this copy reaching this person?"
- Review the AI's suggestions and accept only what feels right. Your readers signed up for your voice, not the AI's.
- Check that your headlines are clear and specific — not vague or clickbait-y. Say what you mean.
- Do one final read-through yourself. Human eyes catch what AI misses.

TIP: Asking the AI to suggest changes instead of making them is a small prompt tweak that makes a huge difference in keeping creative control.

Remember

The goal is not to let AI write your newsletter. Your readers signed up for you — your voice, your stories, your perspective. AI is the assistant. You are the creative. Let it handle the friction so you can focus on the connection.